

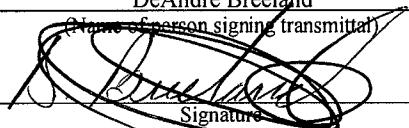
IN THE UNITED STATES PATENT AND TRADEMARK OFFICE

Applicant : Hidetoshi Ichioka
Serial No. : 09/916,002
For : CONTENT-EXHIBITION CONTROL APPARATUS
AND METHOD
Filed : July 26, 2001
Examiner : Shepard, Justin E.
Art Unit : 2623
Confirmation No. : 1131

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New York, New York 10151
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CERTIFICATE OF ELECTRONIC FILING

I hereby certify that this correspondence is being transmitted via
Electronic Filing Services on July 29, 2008.

DeAndre Breeland
(Name of person signing transmittal)

Signature
July 29, 2008
Date of Signature

AMENDMENT UNDER 37 C.F.R. § 1.116

Commissioner for Patents
P.O. Box 1450
Alexandria, VA 22313-1450

Dear Sir:

In response to the Final Office Action mailed on May 2, 2008, having a
three-month period for response set to expire on August 4, 2008 (August 2, 2008 being a
Saturday and August 3, 2008 being a Sunday), please amend the above-captioned
application as follows.

Amendments to the Claims are reflected in the listing of claims which begins on page 3 of this paper.

Remarks/Arguments begin on page 6 of this paper.